SUFFOLK BRANCH OF CAMRA NEWSLETTER

LAST ORDERS!

Prices rocket again!

See inside for the results of our annual price survey

1988

EDITOR: Simon Haynes, 19 Fernhill Close, Woodbridge. Tel: 4292
Articles and Adverts for next 'LAST ORDERS' by 9th April 1988.

LOCAL CONTACTS

Ipswich & Suffolk - Rae Gardiner, 632 Foxhall Road, Ipswich. Tel. 76743
West Suffolk & Borders - Carl Woolf on 0223 881075
Bury & Sudbury - Paul Game, 17 Mallard Way, Gt Cornard. Tel: Sudbury 70707
Waveney - Terry Morris. Tel: Lowestoft 740472

Distribution Manager

Martin McLeary, 104 Steels Road, Woolpit. Tel:Elmswell 42033
To be certain of your copy of 'LAST ORDERS' send £1.00 to Martin for next six issues. State number of copies required.

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BRANCH DIARIES

IPSWICH & EAST SUFFOLK

Fri. 11th March - Branch meeting at Ipswich, Margaret Catchpole, 8.15pm.
Sat. 12th March - Minibus Trip to Lowestoft, all day, Crown St. 9.30am.
Thur.17th March - Pub Games at Hadleigh, White Hart. Crown St. 7.30pm.
Fri. 8th April - Branch meeting at Freston, Boot. 8.15pm.

REAL ALE RUNABOUTS

9 March	- Leiston and Sizewell
23 March	- Stratford, East Bergholt and Bentley
6 April	- Raydon, Layham, Hadleigh
20 April	- Brandeston, Cretingham, Framsden
4 May	- Earls Colne and Aldham
18 May	- Ixworth, Walsham le Willows and Gislingham
1 June	- Long Melford
8 June	- Cattawade, Wrabness, Ramsey
15 June	- Hitcham, Felsham, Buxhall
22 June	- Groton, Edwardstone, Boxford
29 June	- Southwold

Fares - ADULT - **£2.00** CONCESSION - **£1.70**

All of the above trips depart from Tower Ramparts at 1845

REMEMBER - Book early to be sure of a seat!

'Which?' EXPOSES THE BITTER TRUTH

The Consumers' association 'Which?' published the results of their own survey recently, on pubs, pub prices and the brewing industry. They investigated the price differences of various drinks across the country and discovered some home truths about the big brewers and their policies.

In their survey of pubs and pub-users, they found that individual prices of ordinary lager ranged from as low as 70p in the North West to the most expensive at a staggering £1.20 in the South East and Yorkshire/Humberside. The cheapest lounge price for bitter was also in the North West at 64p, people in Greater London and the South East paying up to £1.10 a pint.

The brewers claimed that wages, rates and property prices are higher in the South East and this is reflected in pub prices. But this doesn't explain the difference in prices between other regions, nor does it explain why chains of off-licences can charge the same for canned and bottled products regardless of location. The answer seems to lie in the amount of competition the brewers face. For example in the Midlands and the North West, there are strong independent brewers who charge less on average for their beer and provide competition for the big brewers, who also have to keep their prices low.

Hard price for soft drinks, is how 'Which?' described the cost of orange juice in pubs. They found that the average price of a 4oz bottle was 42p, representing a sobering £2.10 a pint! This is despite the fact that soft drinks attract no duty, whereas about 30% of the price of a pint of beer is made up of the chancellor's share.

On pubs themselves, 'Which?' found that people had strong preferences on how they'd like to see pubs change. The provision of 'no-smoking' rooms, was requested by a third of those interviewed and was the most popular change. There was also strong support for the availability of tea and coffee in pubs, and in England and Wales people wanted to see longer and more flexible opening hours.

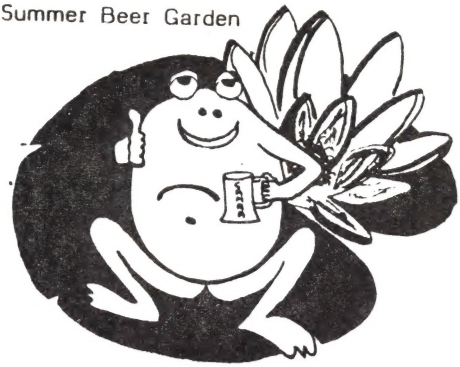
The 'Which?' verdict suggests that it's not just pubs that are tied by the present system, but customers' choice as well. They think that the licensing laws are unnecessarily restrictive and complicated, and they object to the way some licensing justices define 'need' to exclude granting any new licences for pubs.

The Consumers' Association has submitted evidence to the Monopolies and Mergers Commission, showing that the virtual impossibility of getting new licences, together with the tied house system, has allowed the major brewers to raise prices in their pubs without fear of competition. The small brewers have been kept out because they've been unable to sell their beer to the brewer's pubs - or to much of the so-called 'free' trade.

The Consumers' Association would like to see the free trade strengthened, by allowing only pubs genuinely free of all ties to be permitted to call themselves free houses. Tenants should be allowed to sell at least one draught beer of their own choice, not brewed by the pubs owners, with no financial penalty. They also think that breweries should only be able to 'tie' a maximum of one third of all the pubs within a licensing district and they should be obliged to sell or swap the rest.

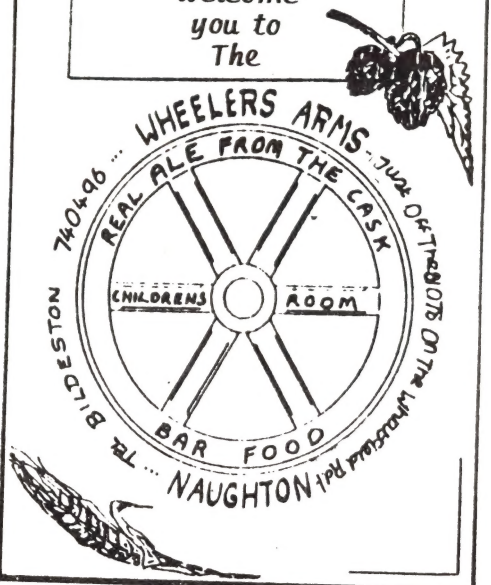
Dick & Daphne welcome you to
THE WATER LILY
St Helen's St. Ipswich Tel. 57035

Tolly Cobbold Real Ale served straight from the Cask. The only one in town.
Lunch time home cooking.
Comfortable Winter Snug.
Lots of Pub games!
Spacious Yard
Summer Beer Garden



HOP IN ON OUR PAD

TREVOR AND LINDA
welcome
you to
The



White Horse Hotel

Children's adventure playground (including a magic boot)

Bar snacks - Hot and Cold, Restaurant

Bar-B-Q (Available for private parties)

Accommodation

Real Ales - Greene King IPA & Abbot Ale, Draught Bass and Youngers No. 3.

James White cider on draught

Pub games include, Shove Ha'penny, devil amongst the tailors, pool table, darts

Telephone - Leiston 830694

Leiston

BOOZING IN THE BAILWICK

Having booked a last minute summer break to Guernsey, we were pleased to find an island with a brewing tradition. There are two breweries, both found in the capital 'town' of St Peter Port: The Guernsey Brewery and the smaller Randall's Brewery. Although the Guernsey Brewery is the larger, it is still a small company producing something under 10 000 barrels a year, most of this being ale as opposed to lager, which is imported.

Both breweries produce stronger than average beers, which is due in part to the system of levying beer duty in Guernsey. The amount of duty is dependent not on Original Gravity (OG) as in Britain, but on quantity alone, at a rate of 18.5p per litre. Over here a 1045 bitter would attract duty of 38p per litre, plus VAT on the final selling price. Real Bitter and Mild is produced by both breweries but represents only a small proportion of their trade.

It was at our hotel, Good Beer Guide entry for St Martins, The Captain's Hotel, that we sampled our first Guernsey beer. On sale in the lounge was the Guernsey Brewery's draught Bitter (1045 OG) drawn from a decorative handpump with intricate brass connecting levers. It is a very full flavoured brew and good value at 70p a pint! The LBA Mild (1038 OG) was also available, and in good condition, in the bar at 64p a pint. For the sporting there was a wall mounted, slate, shove ha'penny board in the bar, complete with electrical heating element!

The most popular drink with the locals appeared to be the bottled version of the mild, Pony Ale. This was confirmed on our visit to the brewery where they have quite a large bottling plant. The opportunity to sample the beers from Randall's Brewery came one lunchtime, when we stopped at the Last Post. It is a large basic pub, with both mild and bitter on electric dispense, operated by fake handpumps. Their beers are of similar strength and price to the Guernsey Brewery's products but are noticeably different.

A WARM WELCOME AWAITS YOU AT THE

CHEQUERS INN

FREE HOUSE

RAYDON, SUFFOLK
Phone Gt. WENHAM 310109
REAL ALE · GOOD FOOD
POOL · DARTS · MUSIC
Your Hosts
ANN and PHIL
COME ALONG AND JOIN US

ADNAMS BITTER
ADNAMS EXTRA
GREENE KING IPA
GREENE KING ABBOT

THE PRICE OF YOUR PINT

The local CAMRA branch has just completed its annual survey on pub prices, in the local bars, in and around Ipswich. We visited a selection of pubs, taking in most of the brewers represented in the town, comparing the changes in the prices from previous years to this. As usual we found a general increase all round, with certain beers up to 25% more in one place than another. We found that in Ipswich an ordinary pint of bitter can cost anything from 80p to £1 and standard lager from a cool 93p to £1.10, and if you really want to, you can pay an incredible £1.26 for a slightly stronger than average lager. We have summarised the price ranges, for several popular beers in our first table.

The cheapest pint of ordinary Bitter and Mild were both found in a Tolly pub, although not all of the Tolly tied houses could match the same price, you could find yourself paying up to 12p more, depending on the outlet.

Amazingly, the cheapest pint of Adnam's Bitter was found in an Ind Coope tied house! However, were unable to survey the new Adnam's pubs in Ipswich, these new outlets should help to keep the price of Adnam's down. It is interesting to note that several years ago in Ipswich, Adnam's used to under-cut Tolly's by about 10%. In 1976 Adnam's Bitter could be found for 20p a pint, while Tolly's were charging 22p. If the same were true today you would be able to get a pint of Adnam's for as low as 72p, but can you? I don't think so.

Greene King seem to be the villains of the Suffolk peace, their beers have gone up significantly more than the other regional independents. A glance at our second table reveals that the combined brewery and pub price for Greene King IPA, has risen a massive 8.3% since our survey in the same tied pub a year ago. Not so much a case of 'What would you do for a pint of Greene King IPA' but 'What would you pay for a pint of Greene King IPA'. Obviously the efficiencies made by closing Rayments have not been passed on to the customer.

The fairest of the national brewers in Ipswich appears to be Ind Coope. Not only did they sport the cheapest Adnam's bitter, but their own Ind Coope bitter was well priced as low as 82p, especially at its slightly higher 1039 gravity. Burton Ale too represents good value for money, under cutting similar strength Abbot every time.

Grand Met (Watney, Truman and Mann) were in general the most expensive of the tied houses we surveyed. They control what used to be 'The Norwich Brewery Company' and now sell Ruddle's, Webster's and Adnam's beers. Few of these pubs have separate public bars now, but the 'one' that did, had the cheapest Draught Guinness we found.

The most expensive of all the pubs surveyed were free houses. Although they tended to have a better selection of beers, the cost of choice is obviously high. This is a little surprising, as you might expect an outlet free from tie, to be able to negotiate favourable discounts on their beer supplies. Perhaps they do...

TABLE OF BEERS AND THEIR PRICE RANGE, OVER THE LAST FEW YEARS

Brand Name	Jan. 1984	Jan 1985	Jan. 1986	Jan. 1987	Jan. 1988
Tolly Mild	60p - 64p	65p - 71p	69p - 74p	70p - 78p	74p - 83p
Tolly Bitter	65p - 73p	71p - 82p	75p - 85p	76p - 86p	80p - 92p
Tolly Orig.	-	82p - 86p	81p - 89p	83p - 90p	90p
Adnams Bitter	66p - 67p	72p	75p - 79p	83p - 90p	82p - 100p
Greene King XX	-	66p	70p - 74p	73p	78p
Greene King IPA	64p - 69p	73p - 76p	76p - 86p	79p - 90p	84p - 98p
Greene King Abbot	-	86p	88p - 98p	93p - 102p	100p - 106p
Ind Coope Bitter	65p - 70p	70p - 74p	78p - 80p	82p	82p - 85p
Ind Coope Burton	-	84p	88p - 90p	92p	92p - 98p
Webster's Yorkshire	71p	76p	82p - 86p	86p - 88p	88p
Ruddle's County	-	-	98p - 100p	98p - 104p	102p - 106p

What makes up the price of your pint anyway? How do you know whether you're getting value for money? Well, there are several parts which together determine how much you actually hand over at the end of the day. As everybody knows, the government takes a cut in the form of duty. This is a fixed rate based on the Original Gravity (OG) of the beer. The higher the OG, the higher the tax, and the stronger the finished product. The OG is a measure of the amount of sugar in the beer before it is brewed, and is determined by the quantity of the fermentable ingredients used. The duty on beer has not been increased for the past two years now, and it is thought the the chancellor will not be so generous this year. Two years with no increase in duty, has seen the brewers snub his anti-inflationary measures, by simply making up the difference with their own price increases. The brewery and the pub together take their share based on making a profit, after all their raw material costs and overheads have been taken in to consideration. We have had to lump the brewery and pub price together, because we have no way of knowing the intermediate price. In managed houses, the bar price remains under the control of the brewery anyway. Lastly the government get another look in, with VAT at 15% on the final selling price.

In our second table we have broken down the price of your pint, so that you can see where your money is going. The brewery and pub price for the last two years has been compared for several beers, to expose the actual rise the brewing industry has imposed on the ordinary drinker. As this shows, all of the increases are above the rate of inflation, and the difference for lager is more than that for ordinary beers. Remember that all the prices in the second table, were taken from the same pub this year as last, so these are genuine changes.

Yet again, the message from our annual price survey is clear; avoid pubs which charge over the odds for standard beers, if you can't avoid them, then choose beers which offer the best value for money.

TABLE OF BEER PRICE INCREASES IN SELECTED TIED HOUSES FROM 1987 - 1988

Brand Name	OG	Survey Jan.	Bar price	VAT	Duty	Brewery & Pub price	Percent increase 1987-88
Tolly Mild	1031	1987 1988	70p 74p	9.1p 9.7p	15.1p 15.1p	45.8p 49.2p	7.4%
Tolly Bitter	1034	1987 1988	76p 80p	9.9p 10.4p	16.6p 16.6p	49.5p 53.0p	7.0%
Hansa Lager (Tolly)	1034	1987 1988	87p 93p	11.3p 12.1p	16.6p 16.6p	59.1p 64.3p	8.8%
Adnams Mild	1034	1987 1988	82p 86p	10.7p 11.2p	16.6p 16.6p	54.7p 58.2p	6.4%
Adnams Bitter	1036	1987 1988	83p 87p	10.8p 11.3p	17.6p 17.6p	54.6p 58.1p	6.4%
Greene King XX	1031	1987 1988	73p 78p	9.5p 10.2p	15.1p 15.1p	48.4p 52.7p	8.9%
Greene King IPA	1035	1987 1988	79p 84p	10.3p 11.0p	17.1p 17.1p	51.6p 55.9p	8.3%
Carlsberg Pilsner (Grand met)	1030	1987 1988	92p 102p	12.0p 13.3p	14.6p 14.6p	65.4p 74.1p	13.3%

CAT & MOUSE

FREE HOUSE

ROY & ANNE BOOTH

PAGES GREEN - WETHERINGSETT
STOWMARKET - SUFFOLK IP14 5QB
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EIGHT REAL ALES

ALWAYS AVAILABLE

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Lord Nelson

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IPSWICH

Terry & Jean
welcome you
to a lively
atmosphere enjoy

Pub Games which
include Pool & Darts
Shove Ha'penny

Adnams Mild,
Bitter, Extra & Old
Room available
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Functions.
Bed & Breakfast

Ring Ips. 54072

The Limeburners

OFFTON, Nr IPSWICH, SUFFOLK, IP8 4SF

Telephone: Offton 933-318

RUDDLES BEST AT ITS BEST AT

The Limeburners

OFFTON

BAR FOOD : BARBEQUES : LARGE BEER GARDEN

The children love it here

"Not much to look at at the Front"

You'd best come round the Back boi!

BAN HORRIBLY GOOD ADVERTS?

A ban on the mass media advertising of alcohol looks inevitable following the Home Office report, 'Young People and Alcohol.'

The report called for; a ban on all drink adverts on TV and in the cinema, higher taxes for stronger beers and ciders, health warnings on alcoholic drinks and stricter licensing laws on the sale of alcohol to the under 18's. It is the first of these measures which has thrown the large brewers into a state of panic. They spend large amounts on advertising every year, much of it aimed at the young and trendy. Although they maintain that drink adverts merely persuade drinkers to switch brands, there is real concern that adverts aimed specifically at young people actually encourage excessive consumption and under-age drinking. Lager accounts for two thirds of the total advertising by the big brewers, despite only representing 46% of the total beer market. While advertisers claim the adverts are aimed at the 18-30 age group, they appear to be targeted at young people from 15 upwards. Even under current legislation no one appearing in a drinks advert should be under 25, nor should they be a person that young people are likely to model themselves upon. This is easily and often abused, people like Paul Hogan and Jonathan Ross, whilst not under 25, are obviously characters that young people will identify with and follow their example.

Unfortunately alcohol advertising is big business, and the threat of a ban has united some unlikely allies. Television companies could suffer a significant loss of income if the ban goes ahead. Drink advertising is worth £125 million a year and makes up 7% of television advertising revenue, enough to support a new satellite TV channel! Over the last year, Britain's largest brewer Bass, spent a total of £17 million on advertising lager alone. Despite the large profit margins on lager, the advertising does not come cheap. There is big money to be made, but the stakes are high. It is clear that all beer drinkers are paying for this advertising through their pint, even if they they refuse to pay the premium price for lager itself.

CAMRA is in full support of the recommendation to ban alcohol advertising in the mass media. Whilst the concern about under age drinking is a very real factor, the banning of all alcohol advertising would also restore the natural balance between the sales of different drinks. Beers would be judged on a straight value for money basis, selling on their actual quality, not their image. Young people new to pubs won't feel obliged to drink the 'in' drink, and there will be less pressure on young TV addicts, too young to go into pubs.

Grand Met pre-empt Monopoly Ruling

Grand Met look set to sell a large number of their tenanted houses across the country, thus avoiding a Monopoly and Mergers Commission ruling which might have forced them to. This could be good news for the Suffolk drinker as up to 250 pubs in East Anglia change hands.

RUDDLES COUNTY

in selected Suffolk Free Houses
and Norwich Brewery Pubs

You can't Ruddle with anything else.

G RUDDLE & COMPANY PLC
THE BREWERY · LANGHAM · OAKHAM
RUTLAND · LE15 7JD · Tel: (0572) 56911

Look out for Ruddles Best Bitter (1037) which should be appearing in selected Suffolk Free Houses and Norwich Brewery pubs in the near future

Stowupland, The Retreat - Greene King beers have been on handpump here for several months.

Framlingham, Station Hotel - Peter and Lesley Miller have been at this former Tolly pub for 12 months now, serving Adnam's Bitter on handpump.

Ipswich, Earl Roberts - Joe and Karen Ellis have moved here from the popular Kitten at Harlow, the old landlord having moved to Romford.

Newbourne, Fox Inn - is now under the care of Des and Liz Kerridge and was serving both Tolly Bitter and Old Ale earlier this year.

Offton, Limeburners - are now sellling Ruddles Best Bitter and say it has really taken off since it replaced S&P Bitter.

Little Glemham, Lion - this Tolly house became a free house in January with new owners Peter and Pauline Fry. We wish them the best of luck in their new venture. Greene King Mild and IPA on handpump.

St James, White Horse - have had new owners John and Margaret Avis since last November. They came from GBG pub, The Flower Pot in Maidstone. The previous owners, Kathleen and John Thurman, had to leave due to ill health.

Ipswich, Ipswich Arms - have Ind Coope Burton and Tetley's Falstaff Best (a light mild, 90p a pint) on handpump.

Kersey, White Horse - Wadworth's 6X is planned as one of the guest beers here. Hall and Woodhouse Tanglefoot was on before Christmas.

Great Blakenham, Bell - sales of handpumped Tolly Bitter have now risen to the point where Original will soon be added to the range.

Wetheringsett, Cat and Mouse - hard to find, but well worth the effort. Not only for the cottage atmosphere, but for the extensive range of Real Ales on tap. During March the full range of Mauldons free beers will be on, and at special promotional prices. Woodforde's Werry is their biggest seller, with Mauldons Cat and Mouse bitter a close second (both of these are on all the time).

Honington, Fox - extensive improvements are planned at this Watney's pub. Bullards Old made a brief return to this old Bullards pub over Christmas, joining Ruddles County and Websters Yorkshire.

Hadleigh, Falcon - this listed Ind Coope house could be on the move, literally, as access to development land behind the pub could mean it has to be moved lock, stock and barrels, just yards down the road!

Arwarton, Queen's Head - now a free house having been sold by Tolly early in December. The new owners Rod Begg and Nick Wrinch, were former regulars at the pub and decided to revert the name to the 'olde' spelling of Erwarton. Under the care of Julia Crisp, the pub will concentrate on good food and creating a good 'country local'& atmosphere. Beers include Adnam's Bitter, Greene King IPA and a stronger guest beer.

ALE & ARTY
OR A BOR & HIS BEER
EVENIN JIM.. WHOSE GORT THET BRAN' NEW JAG THAS IN YAR CAR PARK?
THAS MOINE ARTY.. PICKED IT UP THIS AFTERNOON. SMART AINT IT?
HUMPH! SPOSE THET MEANS WE GOTTA PAY XTRA FER YER BEER NOW TEW HELP PAY FER THET OWD MOOTY CAR
?
MOILD 80P. PT
THERES NO NEED FER THET ARTY... YERVE ALREADY DONE THAT!
BLAST HE BEAT ME AGIN! LANDLORD OIVE GORT A COMPLMENT FER YER
YER WITS AINT FAR ORF BEIN AS SHARP AS THET OWD BEER YOU SELL!

It is with regret that we have had to raise the cost of advertising in 'Last Orders!' We have not had to increase the rates for some time, but it is now necessary, to meet higher printing costs. The new rates are as follows:-

Full page	£30.00
Half page	£15.00
Quarter page	£ 7.50

There will also be a one off preparation charge of £2.50 for new adverts which are not 'camera ready' (apart from reduction).

Even at the new rates, advertising in our newsletter represents good value for money. We have a print run of 2500, and because these are distributed to many of the county's pubs, there must be few ways of reaching Suffolk's drinkers more effectively.

HOW often have you been to a pub with a 'Family Room' that had all the warmth and atmosphere of a British Rail waiting room . . . and none of the facilities? *Pubs for Families* brings you pubs that don't just tolerate families, they positively welcome them.

We've searched the lowlands of England and the Highlands of Scotland to come up with a selection that makes pub-going a treat for all. There are pubs with treehouses, swings, slides and trampolines for fine summer days, and pubs with games, books and videos when indoors is the only place to be.

***Pubs for Families* gives you all sorts of information to make your day out a pleasure instead of a nightmare. Best of all, the pubs we have selected also provide the pleasures of a good pint of traditional beer in a proper pub atmosphere.**

Brought to you by the team that produced the 1988 Good Beer Guide, Jill Adam and Neil Hanson, this indispensible book will cost £4.95 in the shops, but only £3.50 to CAMRA members. Order your copy now from *Pubs for Families*, 34 Alma Road, St Albans, Herts, AL1 3BW (cheques payable to CAMRA Ltd).

JOIN CAMRA NOW

WE ALL enjoy life's simple pleasures, like a perfect pint at a friendly pub. But such delights could vanish overnight. Traditional beers could slide away rather than down your throat if:
YOUR local brewery is taken over.
YOUR pub turned into a disco-diner.
YOUR ale drowned in the wave of lager.
So don't delay, join the Campaign for Real Ale today, and help the fight to ensure life's bitter pleasures are still around in 1998.
Just fill in the form below and send, with a cheque for £9 (payable to CAMRA Ltd) to **Sally Bennell, CAMRA, 34 Alma Road, St. Albans, Herts AL1 3BW.**

APPLICATION FORM

NAME .....

ADDRESS .....

.....

..... **POST CODE** .....

I wish to join the Campaign for Real Ale, and agree to abide by the Memorandum and Articles of Association. I enclose a cheque for £9 (£12 if overseas).

Signed..... **Date**.....

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LARGE SELECTION OF HOMEBREW SUPPLIES
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